

**THE UNIVERSITY OF AKRON**

**COMMITTEE:** University Council Standing Committee – **PUBLIC AFFAIRS AND DEVELOPMENT COMMITTEE (PADC)** Planning Team  
**DATE:** 10/8/2013    **TIME:** 8:00 a.m.    **TO:** 8:55 a.m.

**Membership:** John LaGuardia, Courtney Gonser, Nancy Marion, Ian McCullough, Dale Mugler, Jeannette Quinn, Sandra Shirkey, Ian Schwarber, and Peggy Walchalk

**Minutes:**

TOPIC	DISCUSSION	ACTION
I.      Approval of Minutes	Review and approval of the September 3, 2013 <ul style="list-style-type: none"> <li>• Ian McCullough motioned to approve</li> <li>• Ian Schwarber second the motion</li> </ul>	<ul style="list-style-type: none"> <li>• Committee unanimously approved the September meeting minutes.</li> </ul>
II.      New Business	<p>A. History and Tour of Martin Center</p> <ul style="list-style-type: none"> <li>- Brief history of the building from 1976 to present</li> <li>- Possible developer interested in turning the building into a hotel and boutique</li> <li>- Renovations could cost \$2.5–3 million</li> <li>- Could incorporate UA’s Hospitality Management Program</li> </ul> <p>B. Alumni Facebook Marketing Campaign</p> <ul style="list-style-type: none"> <li>- Reaches 106,000 out of 163,000 alumni</li> <li>- Received over 10,000 likes within two weeks</li> <li>- “Five Days of Giving Campaign” scheduled for November 11 – 15, 2013</li> <li>- Working with a third party company to research and collect data</li> </ul> <p>C. No update on Software</p>	<ul style="list-style-type: none"> <li>• Invite Ted Curtis, Vice President of Capital Planning and Facilities Management, to next meeting.</li> </ul>
III.	<ul style="list-style-type: none"> <li>• Action Items Next step: Courtney will check Mr. Curtis’ schedule for a possible meeting date and time.</li> </ul>	
IV.      Next Meeting	<ul style="list-style-type: none"> <li>• To be determined</li> </ul>	<ul style="list-style-type: none"> <li>• To be determined</li> </ul>

Respectfully submitted,  
 Peggy Walchalk